

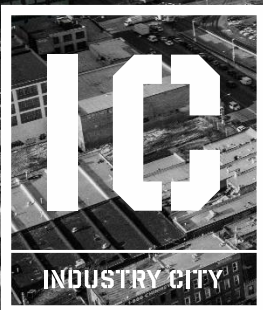
# AMAZON'S NEXT HEADQUARTERS AT INDUSTRY CITY

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**Request for Expressions of Interest**

**New York City Economic  
Development Corporation**

**September 25, 2017**





## LETTER OF SUPPORT

September 25, 2017

Dear City of New York –

We write to extend our mutual support for the City of New York's intention to respond to Amazon's HQ2 solicitation on behalf of the City and State, and to offer space at Industry City and Liberty View Industrial Plaza to best position the City for submitting the most attractive bid to Amazon.

Our collective ownership has long demonstrated a commitment to meeting the real estate needs of industries that fuel today's economy. As evidenced by Jamestown and Belvedere's work at Chelsea Market, which saw vacant industrial buildings converted into an iconic food hall on the ground floor with the center of NYC's tech community above, we are uniquely positioned to leverage our vast experience in the creation of amenity-rich urban campuses to support the City in this bid. We firmly believe that our Sunset Park portfolio best highlights NYC's competitive strengths while offering many of the same benefits that Amazon currently enjoys at its South Lake Union headquarters.

**Amazon would leverage 7.5 million square feet (SF) of high-quality, amenity-rich, adaptive re-use properties to build off of and enhance the Innovation Economy Ecosystem in Sunset Park.** Designed to be a creative mixed-use community where ideas spread across disciplines, Amazon would be entering an already-established ecosystem of Innovation Economy firms spanning a wide range of sectors. With \$360 million in major infrastructure improvements already completed, and another \$700 million planned or currently underway, Amazon would be able to leverage an existing amenity-rich urban campus while retaining flexibility over its future redevelopment to make the site uniquely its own.

**Our location at the heart of Brooklyn's "Innovation Coast" offers strong adjacencies unrivaled by other NYC sites.** Our campus not only meets Amazon's major decision drivers – including proximity to mass transit, a capable and diverse workforce, sustainable building design, and a vibrant urban environment – but also provides Amazon the opportunity to brand itself as the premier organization of a borough that is nearly equivalent in size to the third largest city in the U.S. In addition, direct access to intermodal transit options would offer Amazon the opportunity to co-locate HQ2 with last-mile distribution operations capable of serving the nation's greatest concentration of consumers.

**We have the capacity.** Industry City and Liberty View ownership have enormous flexibility in terms of our ability to phase in occupancy over time and to create a uniquely compelling economic structure. Today, Industry City can offer approximately 1.5 million square feet of existing space, with an additional 1 million square feet available for immediate occupancy at Liberty View. Over the next ten years, Industry City can provide Amazon with an additional 2.5 million square feet, encompassing both existing space and up to 1.5 million square feet of new construction, ultimately totaling 5 million square feet across the two sites. Complementary private- and publicly-owned sites in Sunset Park, along the Brooklyn Waterfront, and at Governors Island could make up the remainder of Amazon's 8 million-square-foot requirement.

Industry City ownership has significant available capital and is willing to fund additional equity. Furthermore, we maintain a low per-square-foot cost basis and can offer the most competitive rents in New York City or an ownership stake at a compelling basis.

We look forward to the opportunity to work with you on this exciting RFP response. Should you have any questions or comments, please do not hesitate to contact us at [REDACTED] at [akimball@\[REDACTED\]](mailto:akimball@[REDACTED])

Sincerely,

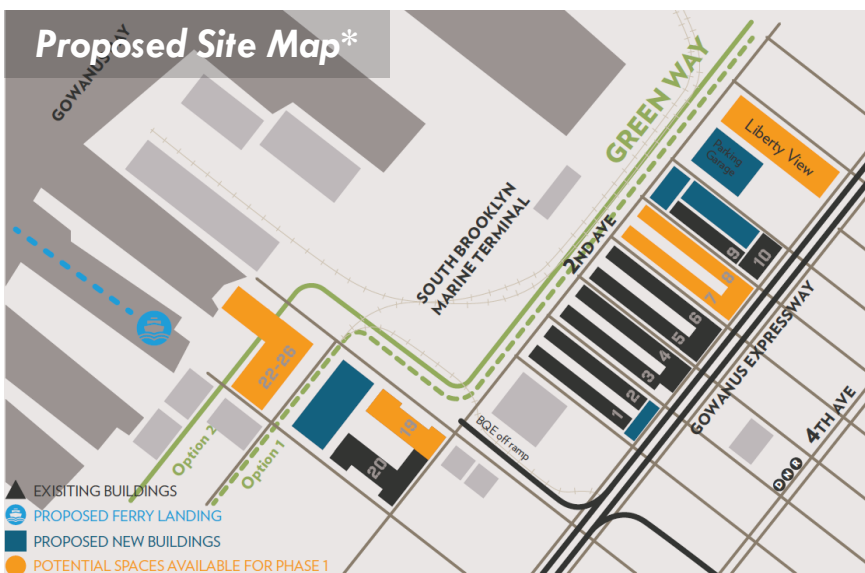
Andrew H. Kimball  
Chief Executive Officer  
Industry City

Marvin Schein  
Managing Member  
Liberty View Industrial Plaza

## VISION FOR AMAZON HQ2 ON THE BROOKLYN WATERFRONT

Industry City (IC), and our partners in this endeavor, Liberty View, are pleased to present a clear vision that will enable the City of New York to meet Amazon's real estate requirements for a second headquarters (HQ2) while building off of the Innovation District that already exists in Sunset Park. At Industry City, technology, media, design, art, fashion, manufacturing and craft-making collide across an amenity-rich urban campus, creating new opportunities for today's innovators to cross-pollinate and collaborate across sectors. Our combined campus is underscored by five-acres of open space, academic and workforce development partnerships, and ground floor experiential retail – the types of amenities that help high-technology and innovation firms like Amazon attract and retain top-tier talent.

Over the last four years, Industry City (\$225 million) and Liberty View (\$140 million) have invested over \$360 million to modernize historic buildings that had long been neglected along Brooklyn's waterfront. With these major infrastructure investments and capital improvements completed, Amazon would be entering an already-thriving, amenity-rich campus with an established ecosystem of Innovation Economy firms. With the ability for new ground-up construction alongside approximately \$700 million in planned or currently underway sitewide improvements, Amazon would have the ability to shape the continued transformation of Industry City to meet its own unique needs.



\* Please refer to the Appendix for details on each of the proposed sites, as requested in Part 2 of the RFEI.

Amazon's immediate- and long-term commercial needs can be met through the tenanting of portions of our combined 7.5 million square feet (SF) of high-quality, repurposed industrial buildings as well as through new first-class commercial buildings at Industry City. Private and publicly-owned properties along Brooklyn's "Innovation Coast" and on Governors Island could provide additional opportunities for growth. Collectively, these properties provide a group of assets uniquely responsive to Amazon's aspirations, leveraging New York City's historic and emerging strengths to satisfy Amazon's spatial requirements while providing many of the same benefits the company currently enjoys at its primary headquarters in Seattle.

## CAMPUS QUALIFICATIONS + COMPETITIVENESS

***Industry City is a uniquely designed, amenity-rich urban campus where firms come together to spur innovation.***

Industry City is designed to be a creative mixing chamber where ideas spread across disciplines. Tenant firms span a diverse range of industries – from high-technology start-ups, manufacturers, designers, and academic institutions to local artisans and retailers. The Brooklyn Nets, Time Inc., Publicis Groupe, Williams-Sonoma, NYU Tandon, CUNY CityTech, and hundreds of other Innovation Economy businesses and institutions all currently call Industry City and Liberty View home. Amazon recognized the importance of being near other innovative firms and a diverse base of consumers when it chose to locate a 60,000 SF distribution center at Liberty View in 2015, and would continue to enjoy unparalleled access to our vast community of innovative firms upon establishing HQ2 at our combined campus.





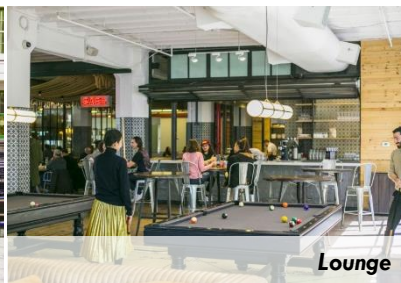
***Industry City is the only existing ecosystem in New York City that can match the style and scale of Amazon's activities in South Lake Union.***

Industry City also provides for the inclusive culture and vibrant urban lifestyle increasingly sought after by top talent – a trend Amazon recognizes in its requirements for HQ2. Industry City's 35-acre campus features ground floors with some of the city's best food vendors and retailers, the fastest free Wi-Fi in the city, and daily events and programming designed to encourage tenant collaboration. Further embodying the design principles of Amazon's primary HQ in South Lake Union, Industry City houses "Innovation Alley," an experiential retail-lined pedestrian thoroughfare running through Buildings 1-8, meant to facilitate site-wide connectivity and walkability and promote a collaborative culture between tenants. (See Appendix for a full range of on-site amenities available to tenants.)

Industry City's holistic design approach and the development of common spaces are key to creating an environment of collaboration amongst tenants. Three distinctly-designed courtyards, a tenant lounge, café, and bar, and a 40,000 SF Food Hall are all elements designed to support planned as well as accidental collisions and collaborations.



Innovation Alley



Lounge



Courtyard



Food Hall

***Industry City is a strong community player, encouraging the meaningful involvement of local residents to ensure equitable development in South Brooklyn.***

Industry City is proud to play an integral role in one of the city's most heterogeneous neighborhoods, where a predominately foreign-born population lives alongside a plethora of community-based assets, including more than 500 acres of open space, major medical institutions such as NYU Langone Hospital, and educational outposts dedicated to innovation and scientific research, including CUNY CityTech, Kingsborough Community College, NYU Tandon School of Engineering, and SUNY Downstate's BioBAT. In 2016, Industry City launched the Innovation Lab at IC, a workforce development, job placement, training and community center that serves to prepare local residents for job opportunities with Industry City and other area businesses. Run in conjunction with CUNY CityTech and local non-profits, The Lab served more than 1,000 participants in its inaugural year, helping place more than 300 area residents with jobs and internships with Industry City businesses.

In addition to helping foster an integrated research-business environment, co-located academic institutions have the dual benefit of conferring eligibility for State and local incentives to proximate tech firms. IC and Liberty View are both eligible for the START-UP NY program, which exempts qualifying firms from all State/Local business, corporate, sales, and franchise taxes for ten years. Unlike other incentives that accrue primarily to business owners or developers, START-UP NY exempts New York income taxes for firms and employees alike, offering a tangible benefit to new hires in the form of higher take-home pay.



Soccer fields overlooking the Lower Manhattan skyline at Bush Terminal Park.



Fundamentals of Web and Coding class at the Lab.





***Located just one block from high-frequency mass transit and adjacent to the BQE, the proposed sites are optimally positioned to accommodate tens of thousands of new Amazon workers.***

The HQ2 RFP describes the importance of proximity to key transit nodes and quality community amenities for attracting talent and accommodating a workforce of Amazon's magnitude. Upon locating at IC, Amazon would enjoy access to 950,000 New Yorkers within a 30-minute commute on mass transit, including 291,000 residents with a Bachelor's degree or higher and a vibrant workforce of nearly 450,000 from all across the education and skill spectrum.<sup>ii</sup> The sites offer simultaneous proximity to both dense multifamily development and some of the most iconic brownstone residential communities in New York, including Sunset Park, Park Slope, Red Hook, Bay Ridge, Greenwood, and Carroll Gardens. Such a diverse range of housing options best appeals to the needs of Amazon's robust workforce, particularly those with families and/or those participating in the organization's Leave Share and Ramp Back parental leave programs.

While we would not host residential uses directly on-site, IC is within a 30-minute commute on public transit from some of the fastest-growing neighborhoods in Manhattan and Brooklyn, where nearly 15,000 new multifamily units have been constructed over the last 5 years and another 9,000 units are currently under construction.<sup>iii</sup>

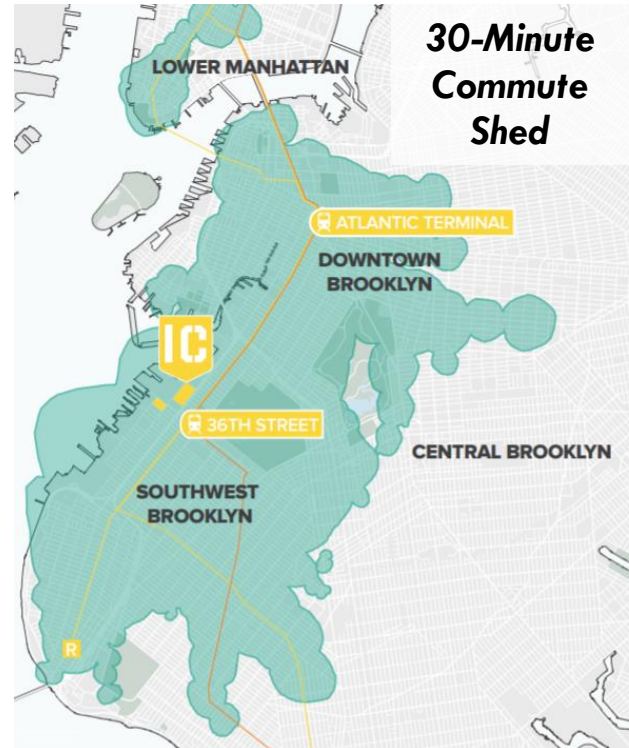
Existing mass transit options serving the site include:

- D/N/R subway lines at 36th Street <sup>iv</sup>
- B35, B37, and B70 local bus routes <sup>v</sup>
- On-site Citibike stations <sup>vi</sup>

Planned or proposed transit options include:

- Expanded citywide ferry service with a stop adjacent to IC <sup>vii</sup>
- Brooklyn Queens Connector (BQX), a new inter-borough light rail system
- Extended Brooklyn Greenway along 2nd Avenue with new bike and pedestrian routes <sup>viii</sup>

The combined campus further features some of the greatest parking capacity of any privately-owned site along the Brooklyn-Queens waterfront, with the ability to add more than 2,700 new structured parking spaces. As per the requirements of the HQ2 RFP, IC is also located within 45 minutes of both John F. Kennedy and Newark Liberty international airports, which together offer 15 daily direct flights to Seattle, 50 to San Francisco, and 36 to Washington, DC.<sup>ix</sup> Industry City is further contiguous with unique intermodal transportation opportunities (maritime, rail, and automotive) that would grant Amazon immediate access to the greatest concentration of consumers in the U.S., in addition to other domestic and global markets. The co-location of distribution and high-technology office functions is a technique Amazon similarly deploys in Seattle, where three fulfillment centers can be found near its primary headquarters.





*Recent renovations at Industry City and Liberty View parallel Amazon's deep commitment to sustainable building and design practices.*

Industry City and Liberty View are the nation's largest adaptive reuse projects—the most sustainable form of development. Industry City has also dedicated more than \$25 million towards energy infrastructure upgrades since 2013. Other sustainability investments have included the adoption of LED lighting in all common areas, the replacement of half of all exterior windows, the installation of “cool roofs” to reduce energy needs, and the introduction of five acres of green space. At Liberty View, Brooklyn Grange is currently constructing a 140,000-SF rooftop farm and greenhouse, which will absorb rain water and prevent millions of gallons of water from entering the municipal combined sewer system.



## INDUSTRY CITY CAPACITY FOR HQ2

In 2013, Belvedere Capital and Jamestown Properties formed a new partnership, and Industry City began its \$1 billion, ten-year transformation into an “Innovation Economy” hub with a capital infusion of \$225 million in sitewide infrastructure. Salmar Properties debuted the neighboring Liberty View site, a former Navy warehouse, in December 2015 following \$140 million in capital upgrades.

Innovation Economy firms of all stages want to be integrated into mixed-use communities with ready access to a skilled and diverse workforce, opportunities for research and training, and proximity to everyday amenities. This wish list is as critical to Amazon as it is to local artisans and entrepreneurs, and the Industry City/Liberty View proposal is ideally situated to accommodate the sheer scale of what Amazon is proposing – 500,000 SF to 1 million SF over the next few years, followed by subsequent phases of heightened density. At full build-out, Amazon anticipates that HQ2 could comprise more than 8 million SF.

To this end, Industry City and Liberty View propose to make available to Amazon:

### **Phase I (by 2019): 2.5 million rentable square feet, including:**

- 1.5 million RSF of existing space, concentrated in portions of Buildings 1-10 along 2nd Avenue (known as the “Finger Buildings”), Buildings 19-20 along 39<sup>th</sup> Street, and Buildings 22-26 east of 1<sup>st</sup> Avenue (the “Waterfront Buildings”)
- 1 million RSF of existing space at Liberty View

### **Phase II (by 2027): Another 2.5 million RSF of space at Industry City, comprised of:**

- Newly-available existing space
- Up to 1.5 million RSF of infill development



**All told, Industry City and Liberty View would be able to dedicate up to 5 million SF of our combined 7.5 million-square-foot Sunset Park portfolio to Amazon's HQ2**, retaining the remaining ecosystem of innovation economy businesses, including start-ups and manufacturers, and allowing for the introduction of new supportive uses such as retail, academic space, and hotel/conference center.



To facilitate the re-tenanting of existing vacant and underutilized spaces and to continue to attract Innovation Economy firms, Industry City and the NYC Department of City Planning have been working collaboratively to broaden the range of allowable uses and advance the growth of the Special Sunset Park Innovation District.\* Our proposed rezoning framework would allow for new retail, academic space, and hotel uses at Industry City while simultaneously increasing overall density. These new uses will come together to expand and accelerate the vibrant Innovation Economy ecosystem that exists today. New classroom, lab, and research facilities will foster academic and professional linkages between students and businesses and provide firms with direct access to a skilled workforce; a conference facility with hotel rooms will serve new and existing businesses as they grow, enabling them to host prospective workers and global partners on-site; and expanded retail uses will support the businesses of co-located manufacturers, while neighborhood-serving and destination retail will serve as a much-needed amenity for Industry City employees, students, visitors, and Sunset Park residents alike.

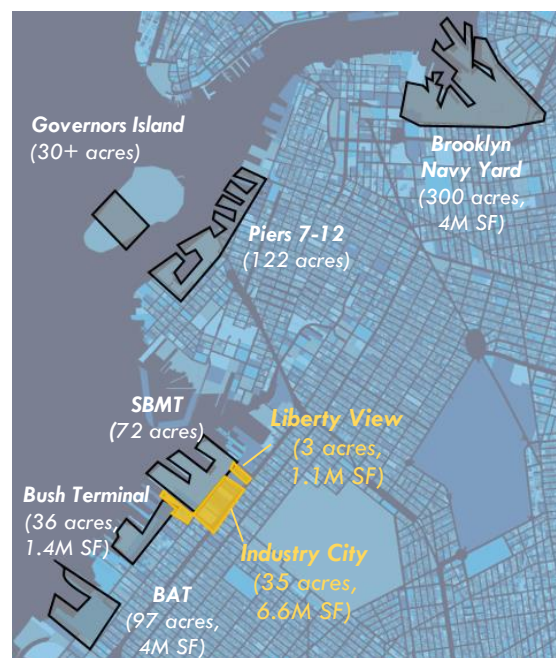


Rendering of  
HQ2 at  
Buildings 7-8.

## ADDITIONAL CAPACITY THROUGH UNIQUE ADJACENCIES

A partnership between IC and the City and State of New York would capitalize on initiatives launched at IC over the last four years as well as ongoing investments at Liberty View and proximate publicly-owned sites, which together have helped establish our combined campus as the largest and fastest-growing commercial ecosystem along Brooklyn's "Innovation Coast." The current lack of large-scale, best-in-class anchor tenants with headquarters in Brooklyn would provide Amazon the attractive opportunity to brand itself as the premier organization of a borough well on its way to becoming the equivalent of the third-largest city in the U.S., while simultaneously meeting a primary objective of the current Administration in catalyzing commercial growth in the outer boroughs.

Industry City's proposed dedication of 4 million SF for HQ2, when combined with the 1 million SF available at Liberty View, already satisfies nearly two-thirds of Amazon's anticipated spatial needs over the next ten years. The remainder and anything in excess could derive from two primary sources:



- Private development sites in Sunset Park and along the Brooklyn waterfront.** A host of underutilized sites dot the South Brooklyn waterfront, primed for the type of commercial development that HQ2 proposes to bring. Additional square footage could potentially also be sourced on-site at Liberty View, where surface parking lots could be converted to podium structures.
- Proximate large-scale, publicly-controlled sites.** Publicly-owned sites dominate the Brooklyn waterfront, anchoring the northern and southern termini of Brooklyn's "Innovation Coast." City- and State-owned properties make for especially competitive candidates. To the extent that prior commitments preclude the use of all or a portion of such sites, future growth opportunities can be accommodated across the channel on Governors Island, where more than 30 acres of land is primed for as-of-right commercial development.



# APPENDIX

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## INDUSTRY CITY

### Organizational Structure

Industry City is owned by a partnership led by Belvedere Capital and Jamestown Properties.

Belvedere and Jamestown have an exceptional track record and experience in adaptive reuse, redeveloping millions of square feet of underutilized turn-of-the-century New York City buildings for modern use. At Chelsea Market, Belvedere and Jamestown took a collection of vacant Nabisco buildings and created an iconic food hall on the ground floor, establishing the center of NYC's tech community on the upper floors. Chelsea Market became Google's first home in New York and the West Chelsea Meatpacking District became the anchor to what is now known as Silicon Alley. Together, Belvedere and Jamestown have retrofitted millions of square feet for tech, media and creative companies such as Google, Uber, Autodesk, Lyft, MLB Advanced Media, the Food Network, and many other innovative companies.

In addition, Jamestown is well-known for its other Innovation Economy-focused redevelopments at 325 Hudson in New York City, Westside Provisions District and Ponce City Market in Atlanta, and Boston's Innovation and Design Center. Jamestown has focused nationwide on meeting the real estate needs of industries that fuel today's economy, such as tech, manufacturing, research and development, and creative businesses like film and new media.

### Respondent Team Members:

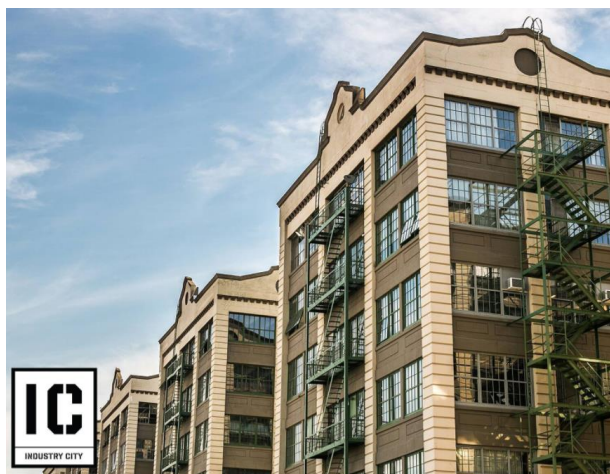
- *Architect:* S9 Architecture
- *MEP:* Arthur Metzler Associates; AKRF Group
- *Real Estate Brokers:* Newmark Grubb Knight Frank
- *Attorney:* Fox Rothschild, LLP; Duval & Stachenfeld
- *Strategic Advisor:* HR&A Advisors
- *Public Relations:* Marino PR

### Primary Contact:

Andrew H. Kimball, Chief Executive Officer, Industry City  
220 36<sup>th</sup> Street, Brooklyn, NY 11232

(w); (212) 977-6202 (f)

[akimball@industry.city](mailto:akimball@industry.city)



## LIBERTY VIEW INDUSTRIAL PLAZA

### Organizational Structure

Equity Partners in Salmar Properties, LLC include Sal Rusi of Benjamin Maintenance and Marvin Schein of the Schein Family Partners LLC. Salmar's ownership percentages are as follows:

- **Selim Rusi** (██████)
- **Marvin Schein** (██████)

Sal Rusi was the former President of Benjamin Group Enterprises, Platinum Maintenance Services, Bio-Bright NY, Palladium Window Solutions, Titanium Scaffolding, Eastern Security, and Allran Electric. Mr. Rusi has developed real estate including three buildings on 2nd Avenue in Brooklyn as well as the Liberty View Industrial Plaza (aka the Federal Building), located in the Sunset Park area of Brooklyn, which he developed in partnership with Marvin Schein (highlighted below).

Marvin Schein is an investor, venture capitalist and a real estate developer, having developed projects in Nassau County at a 12-acre site in Port Washington Industrial Park, at a 12.5-acre site in an industrial park in Bend, Oregon, and the 1.12M SF Liberty View Industrial Plaza project, located in the Sunset Park area of Brooklyn, which he developed in partnership with Sal Rusi. He is the managing member of Schein Family Partners LLC, which is an investment partnership formed in 1994 with his four children. Schein Family Partners invests in a broad and diverse range of investments including equities, debt and real estate. Mr. Schein served as chief operating officer of Henry Schein Inc., a national health care distribution business, until the Company went public in 1994. Today he remains as a consultant to the Company.

### Development Team:

- *Architect:* Zambrano Architectural Design
- *Preservation Consultant:* Gregory Dietrich
- *Green Design:* Viridian Energy & Environmental LLC
- *Structural Engineer:* Titan Engineers PC
- *MEP:* MG Engineering
- *Construction Management:* Phoenix Network
- *Environmental Consultants:* Equity Environmental Engineering
- *Real Estate Brokers:* CPEX, Kalmon Dolgin and Newmark Knight Frank
- *Attorney:* Ackerman, Levine, Cullen, Brickman & Limmer
- *Development Consultant:* The Carey Group LLC





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- <sup>i</sup> More than half (52%) of Sunset Park residents are foreign-born, and more than 70% are non-white.  
Source: U.S. Census Bureau, 2015 American Community Survey 5-Year Estimates
- <sup>ii</sup> Source: ESRI Business Analyst
- <sup>iii</sup> Source: CoStar
- <sup>iv</sup> Transit capacity analysis to be conducted as part of the forthcoming Environmental Impact Statement (EIS). Current weekday subway ridership at 36<sup>th</sup> Street is approximately 13,000.  
Source: MTA, Average Weekday Subway Ridership, [http://web.mta.info/nyct/facts/ridership/ridership\\_sub.htm](http://web.mta.info/nyct/facts/ridership/ridership_sub.htm)
- <sup>v</sup> Transit capacity analysis to be conducted as part of the forthcoming EIS. Current weekday bus ridership along the B35, B37, and B70 local bus routes totals approximately 40,000.  
Source: MTA, Average Weekday Bus Ridership, [http://web.mta.info/nyct/facts/ridership/ridership\\_bus.htm](http://web.mta.info/nyct/facts/ridership/ridership_bus.htm)
- <sup>vi</sup> Citibike stations located on-site contain a total of 64 bikes.
- <sup>vii</sup> An expansion of the newly-implemented citywide ferry service to include a stop near Industry City would provide for an additional 215,000 commuter trips per year by 2025, increasing ridership along the South Brooklyn route by nearly 25% over existing levels.  
Source: Per HR&A analysis of on-site employment at full build-out and worker residency information from a 2015 Employee Survey. Assumes 50% of workers living within walking distance of an existing ferry terminal (excluding Sunset Park/BAT) would utilize the service to commute one-way (either to or from work) each business day.
- <sup>viii</sup> Approximately 10% of employees based out of Industry City bike or walk to work  
Source: 2015 Employee Survey
- <sup>ix</sup> Source: Travelocity
- <sup>x</sup> For more detail, please refer to the Industry City Rezoning Environmental Assessment Statement (<http://www1.nyc.gov/assets/planning/download/pdf/applicants/env-review/industry-city/eas.pdf>) and Draft Scope of Work (<http://www1.nyc.gov/assets/planning/download/pdf/applicants/env-review/industry-city/draft-scope.pdf>).


# Amazon's Next Headquarters at Industry City

Responses to RFEI Section 2

	Industry City	Liberty View Industrial Plaza
<b>(a) Location</b>	220 36th Street, Brooklyn, NY 11232 [Phase I: Buildings 7-8 (Block 683, Lot 1), bound by 3rd and 2nd Avenues to the East and West, and 33rd and 34th Streets to the North and South; Building 19 (Block 706, Lot 1), located at the corner of 39th Street and 2nd Avenue; and the Waterfront Buildings (Block 706, Lot 24, p/o Block 710, Lot 1), located on the southwesterly corner of 39th Street and 1st Avenue. The remainder of the campus is comprised of: Block 679, Lot 1; Block 687, Lot 1; Block 691, Lots 1 and 44; Block 695, Lots 1, 20, and 43; Block 706, Lot 101]	850 3rd Avenue, Brooklyn, NY 11232 [Block 671, Lot 1]
<b>(b) Total available square feet (SF)</b> PHASE I: i. Gross SF ii. Rentable SF iii. Usable SF  TOTAL: i. Gross SF ii. Rentable SF iii. Usable SF	  1,170,000 1,500,000 1,170,000  3,120,000 4,000,000 3,120,000	  730,000 1,015,000 730,000  730,000 1,015,000 730,000
<b>(c) Anticipated timeline for possession &amp; occupancy</b> PHASE I: i. Possession & Construction ii. Occupancy  PHASES II + III: i. Possession & Construction ii. Occupancy	  – Fall 2017-Spring 2018 (base building work and tenant fit-out) – Summer 2018  – 2020-2027 – 2027	  – Fall 2017-Spring 2018 – Summer 2018  n/a n/a
<b>(d) Financial terms</b> i. Sale: Purchase price ii. Lease: - Rent - Operating expenses included/excluded in rent - Other charges (if applicable) - Tenant improvements offered - Concessions [1] iii. If proposing to lease, circumstances under which Respondent would consider sale	– Industry City's ownership has enormous flexibility in terms of its ability to phase in occupancy over time and to create a uniquely compelling economic structure. [REDACTED] Additionally, they maintain a low per-square-foot cost basis and can offer the most competitive rents in NYC or an ownership stake at a compelling basis.	

	Industry City	Liberty View Industrial Plaza
(e) <b>Description of site control</b> , including control and ownership of any special purposes entities, if applicable	<ul style="list-style-type: none"> <li>– Site control: Fee Simple</li> <li>– Ownership: JV Partnership, led by Jamestown LP and Belvedere Capital</li> </ul>	– Site control: Owner
(f) <b>Zoning and land use description</b> i. Existing ii. Future - See Footnote [2] and Appendix diagrams	<ul style="list-style-type: none"> <li>– M3-1; M1-2</li> <li>– M2-4; M1-2 with Special Sunset Park Innovation District rezoning.</li> </ul>	<ul style="list-style-type: none"> <li>– M3-1</li> <li>n/a</li> </ul>
(g) <b>Any leasing, use, or other pertinent controls</b>	– Use and density dictated by zoning text	– Use and density dictated by zoning
(h) <b>Environmental condition</b>	– Site is clean and not in need of remediation	– Fully remediated [ACP-5 and XRF Lead Paint Report on file]
(i) <b>Sustainability features and any certifications received or intended to be received (e.g. LEED)</b>	<ul style="list-style-type: none"> <li>– Adaptive reuse of 16 buildings built between 1890-1910</li> <li>– NYC Carbon Challenge participant, voluntarily pledging to reduce IC's building-based emissions by 30% over the next decade to advance the City's 80x50 goal of reducing citywide greenhouse gas emissions by 80% by 2050</li> <li>– Window upgrade program, with 10,900 exterior windows replaced in total (\$14MM Capital Investment to-date)</li> <li>– Horizontal/Vertical electric equipment and distribution upgrades (\$25MM Capital Investment)</li> <li>– LEED CI Silver certified (IC Office)</li> <li>– Largest lighting retrofit program in NYC, with LED lighting in all common areas</li> <li>– "Cool roofs," or solar-reflective membranes, installed on roofs to reduce urban heat island effect</li> <li>– Separated waste management system available across campus to divert solid waste away from landfills</li> </ul>	– LEED Silver
(i) <b>Resiliency features</b>	<p>Resiliency measures implemented to-date:</p> <ul style="list-style-type: none"> <li>– Relocation of electrical systems above flood level</li> <li>– Flood-proofing of elevators</li> <li>– Installation of new gas meters in freight corridors instead of basements</li> <li>– Relocation and discontinuation of grease traps in basements</li> <li>– Limitations on basement uses (storage and parking only)</li> <li>– Raised sidewalks</li> </ul> <p>Redevelopment designs are also being made in accordance with the best-available flood hazard data, and will include:</p> <ul style="list-style-type: none"> <li>– Dry-proofing measures (e.g. aluminum shielding, flood gates) to address flood risks for occupiable floors</li> <li>– Wet floodproofing (floodable lobbies) for buildings closest to the waterfront (west of 1st Avenue)</li> </ul>	– 140,000 SF green roof/farm being installed by Brooklyn Grange will absorb rain water and prevent millions of gallons of water from entering the municipal combined sewer system



	Industry City	Liberty View Industrial Plaza
<b>(k) Information on available utilities and infrastructure</b> (See Footnote [3] for cell coverage map)	<ul style="list-style-type: none"> <li>– Free gigabit Wi-Fi on ground floors of campus</li> <li>– Distributed antenna system network installed to ensure quality cell and data coverage</li> <li>– 3-Phase 480V electric service</li> <li>– Carrier Neutral Meet Me Room / 288 Pair Campus Fiber Loop</li> <li>– WiredScore Certified</li> <li>– On Site Data Center: 10 GB network, 500 tons of cooling power, CGNY1 / CGNY2 / SSAE16 certified</li> </ul>	<ul style="list-style-type: none"> <li>– Verizon Fios &amp; Spectrum (Time Warner)</li> </ul>
<b>(l) Building amenities</b> (See Appendix for additional detail)	<ul style="list-style-type: none"> <li>– 35 Restaurants, bars, and retail shops on campus; 40,000 SF Food Hall with some of New York's best vendors; 10,000 SF tenant lounge, café and bar</li> <li>– Five acres of furnished and landscaped outdoor space</li> <li>– Conveniences such a dry cleaner, barbershop, newsstand and bike shop</li> <li>– Two Citi Bike stations, with 64 bikes and outdoor bike racks; Campus shuttle running loop throughout the campus and to the 36th Street subway station</li> <li>– Outdoor concert venue programmed by Brooklyn Bowl</li> <li>– Tenant Engagement app, that allows tenants to create B2B connections and access to exclusive promotions to IC vendors</li> <li>– Innovation Lab providing tenants access to qualified candidates and collaboration on job training programs</li> <li>– Bocce, spike ball and other outdoor games; Tenant-only athletic club at a subsidized rate of \$35 a month; Free weekly wellness classes, including outdoor yoga sessions and mindfulness classes</li> <li>– 'Meet the Makers' class series, whereby tenants can share their craft (cooking, flower design, candle making) with others; Weekly 'Lunch &amp; Learn' lectures featuring ecommerce workshops, narrative building and content creation lessons; Camp David, a 35,000 SF membership working facility operated by the founders of Milk Studios</li> <li>– Access to flexible event spaces capable of hosting small conferences or large scale events for thousands of visitors</li> </ul>	<ul style="list-style-type: none"> <li>– National retail stores; on-site restaurant; rooftop farm w/ café and event space</li> </ul>
<b>(m) Opportunities to increase:</b> i. The amount of space available in 2019  ii. The maximum total SF	<ul style="list-style-type: none"> <li>– Proximate private and large-scale, publicly-controlled sites on the Brooklyn Waterfront</li> <li>– Proximate private and large-scale, publicly-controlled sites on the Brooklyn Waterfront and Governors Island</li> </ul>	

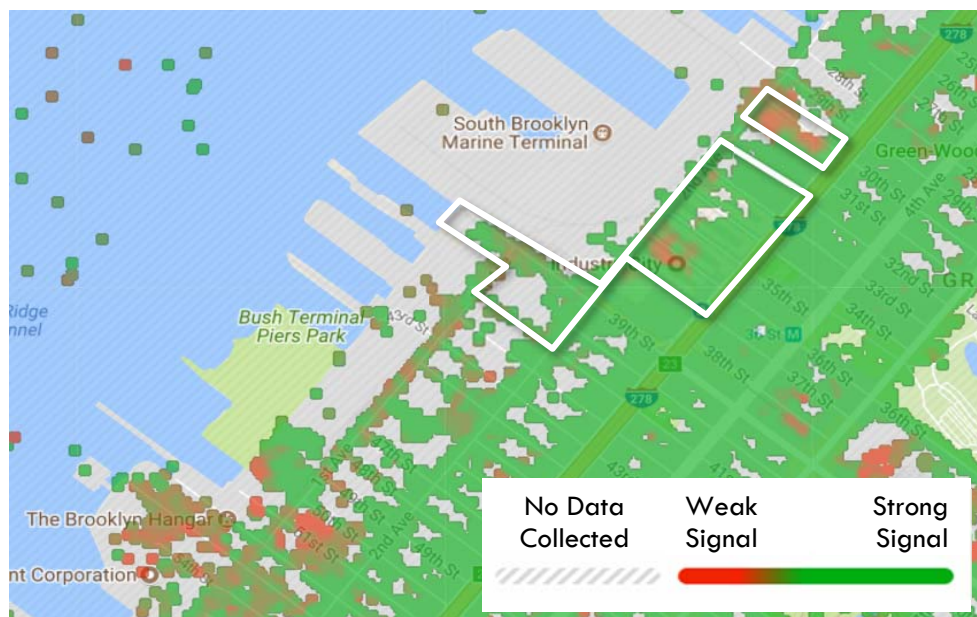
## Footnotes

- [1] White box concessions at Liberty View currently include: New standard LED lighting; scarified, polished, and sealed floors; new bathrooms; central HVAC distribution; Fios and Spectrum (Time Warner) internet pre-wired at three locations on each floor; low and high voltage electrical panel with transformers delivered to each floor at 2000amps/480v; new modern, energy-efficient windows; dedicated lobbies.
- [2] Industry City ownership is seeking several discretionary actions to facilitate the re-tenanting and future development of the Industry City complex (the "Affected Area") with a mixed-use project containing manufacturing, commercial, community/academic facilities, and hotel uses that would, in combination, establish an "Innovation Economy Hub." The proposed discretionary actions include a Zoning Text amendment to establish the new "Special Sunset Park Innovation District;" a Zoning Map amendment to map the Special Sunset Park Innovation District on the Affected Area and to rezone a portion of the area affected by the newly established Special Sunset Park Innovation District from an M3-1 to an M2-4 district; a Special Permit to modify bulk, use, parking, and public access area requirements; a Special Permit for a new hotel use; and a change to the City Map to de-map 40th Street between 1st Avenue and 2nd Avenue (together, the "Proposed Actions"). A portion of the Affected Area will remain zoned M1-2.

The Proposed Actions would allow for an overall maximum FAR of 5.0 within the portion of the Affected Area to be rezoned to M2-4 and a maximum FAR of 2.0 for the portion of the Affected Area to remain zoned M1-2, for a total blended maximum FAR of 4.96. The Proposed Actions would facilitate the Applicant's proposal to develop three new buildings within a portion of the Industry City Affected Area. In addition, with the Proposed Actions, the total available Industry City controlled parking spaces would range from 1,811 to 2,111 spaces. In total, the Industry City complex would contain approximately 6.57 million gsf of development, including space dedicated for manufacturing, artist and design studio, and commercial office uses ("Innovation Economy" uses); community facility uses (which may contain instructional space, laboratories, and academic offices among other uses traditionally found at a college or university); hotel use in two buildings (totaling approximately 420 rooms); retail and service establishment uses; event space; storage and warehouse uses and the existing sports training facility. As part of the Proposed Actions, up to 10,500 sf of public access areas may also be provided.

Absent the Proposed Actions, no new construction would take place. Full build-out of the 6.57 million gsf revitalized campus is expected to be complete by 2027.

- [3] Cell signal strength for AT&T, Boost, Sprint, T-Mobile, and Verizon:

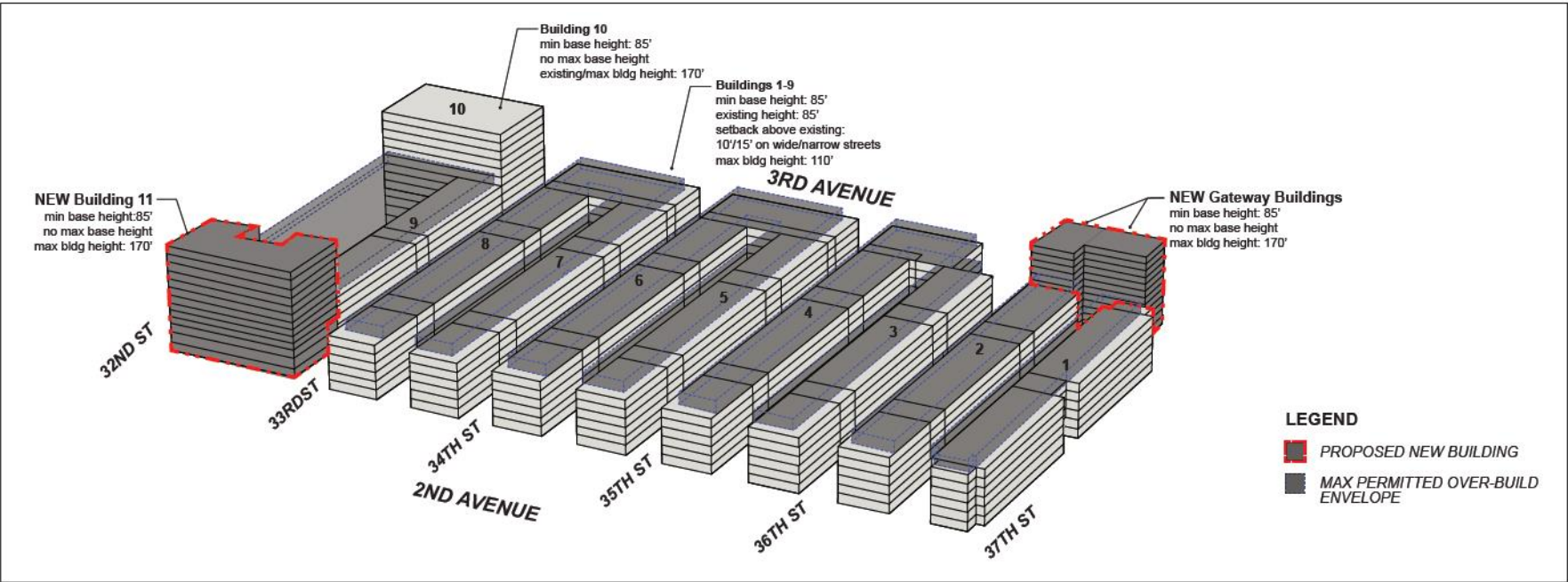
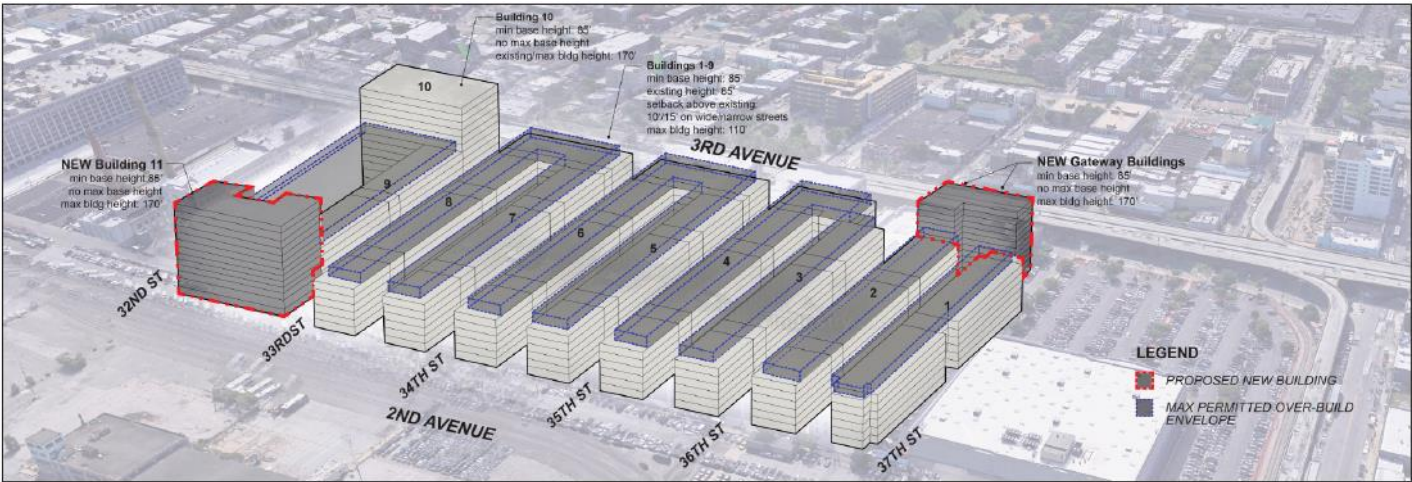


Source: OpenSignal

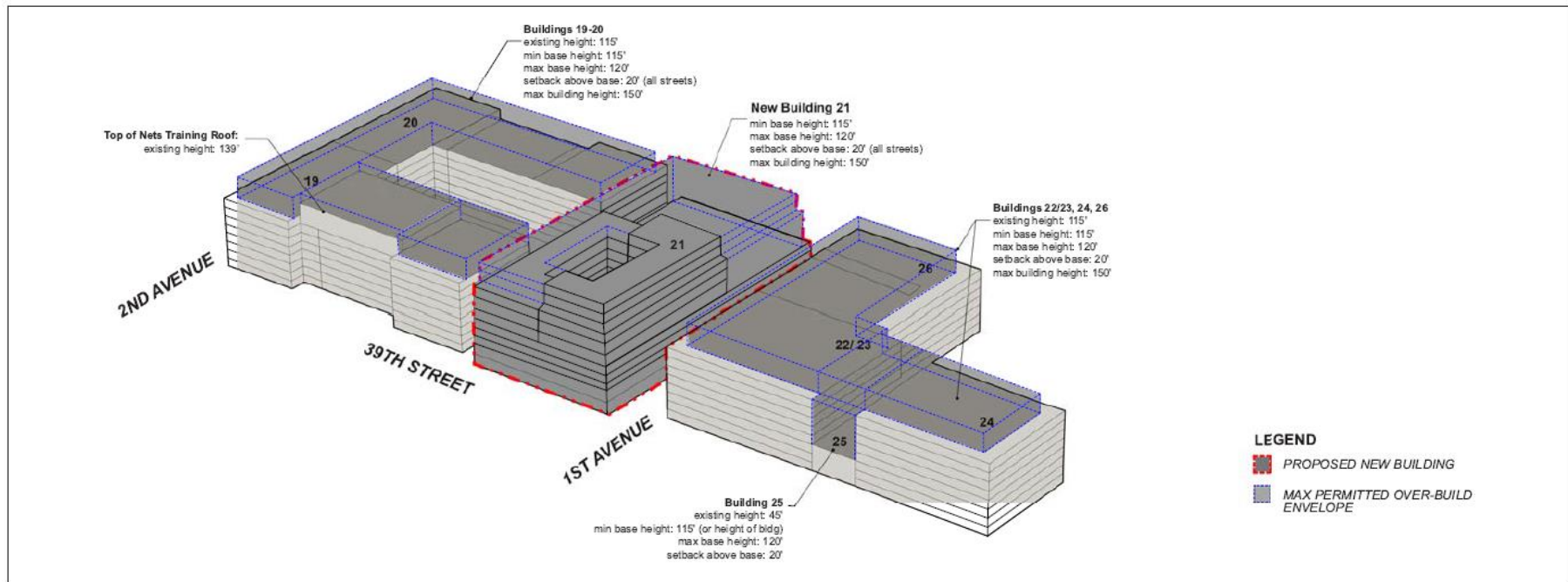
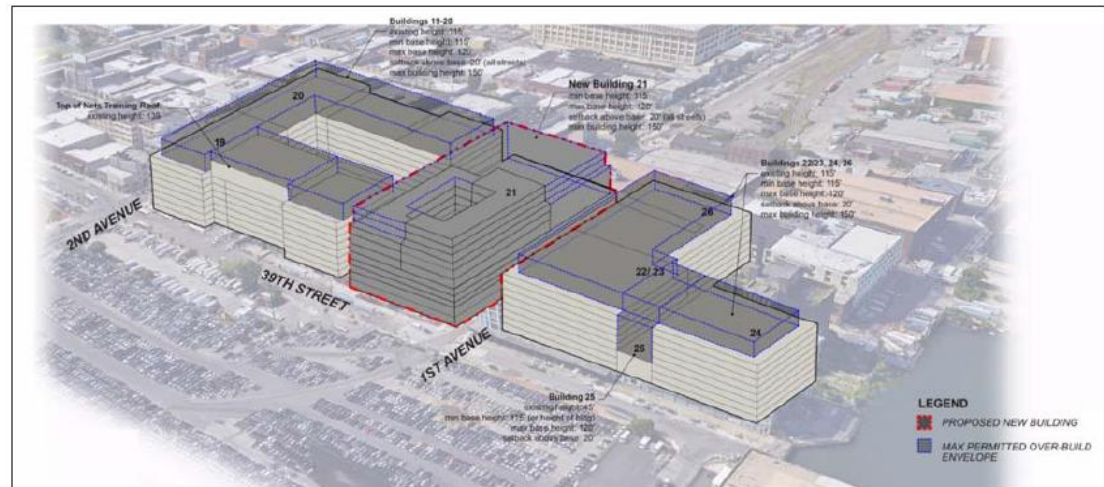




Finger Buildings



## 39<sup>th</sup> Street Buildings







**IC**

**INDUSTRY CITY**

**INDUSTRY CITY AMENITIES**



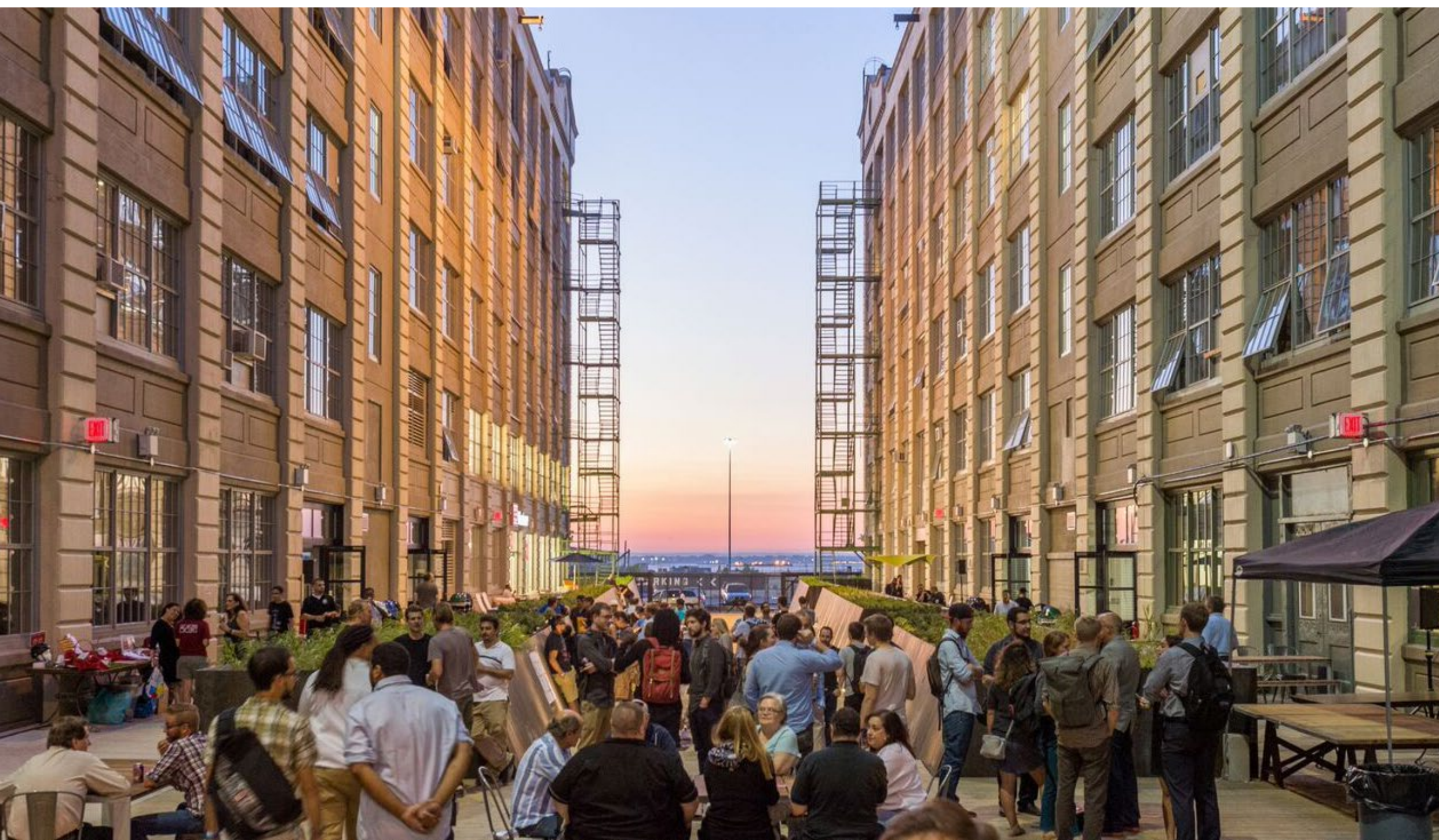
# 20 EATERIES & MORE TO COME







# FIVE ACRES OF LANDSCAPED & FURNISHED OUTDOOR SPACE



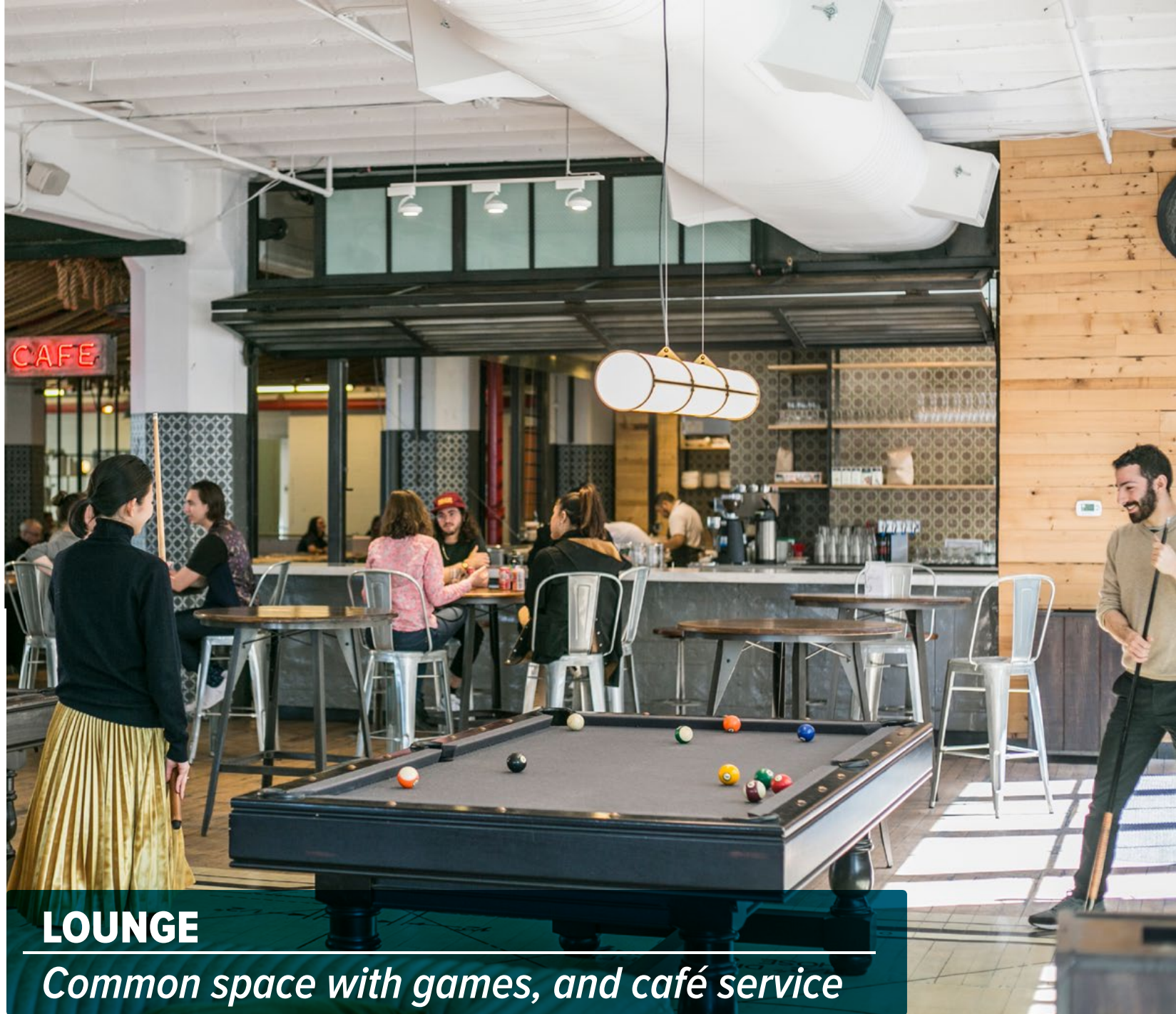




**EVENT & CONFERENCE VENUES**

*Flexible spaces available to host events & meetings*

# AMENITIES



**LOUNGE**

*Common space with games, and café service*



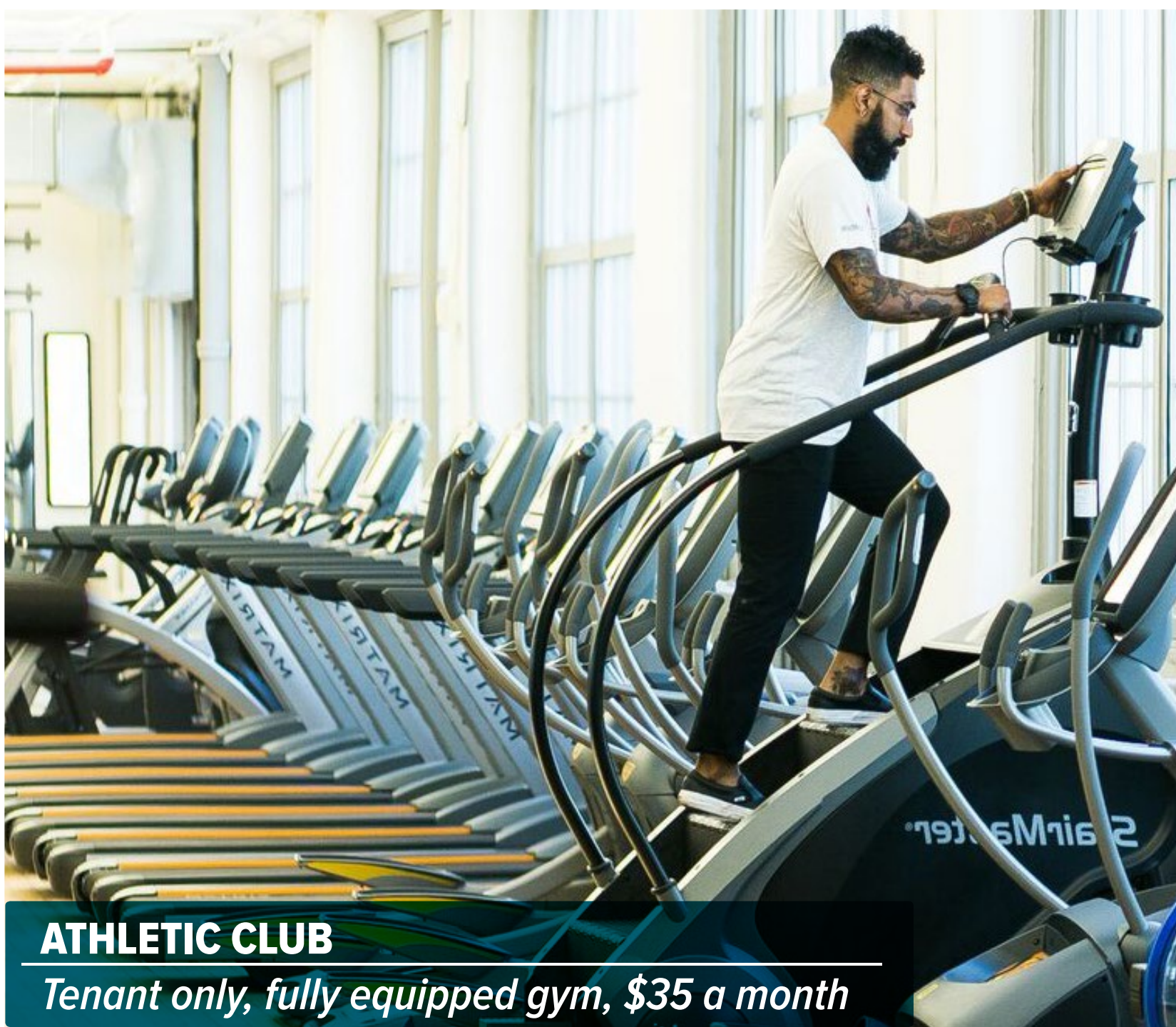
**INNOVATION LAB**

*Business development, education, and training facility*



**BARS**

*Indoor and outdoor bars serving modern drink & food options*



**ATHLETIC CLUB**

*Tenant only, fully equipped gym, \$35 a month*



# ...AND MORE



**MASS TRANSIT**  
1 Block from DNR, 6 minute ride to Atlantic terminal



**CITIBIKE**  
Two bike stations on site with 64 bikes



**INDUSTRY CITY PORTAL**  
Interactive tenant engagement app

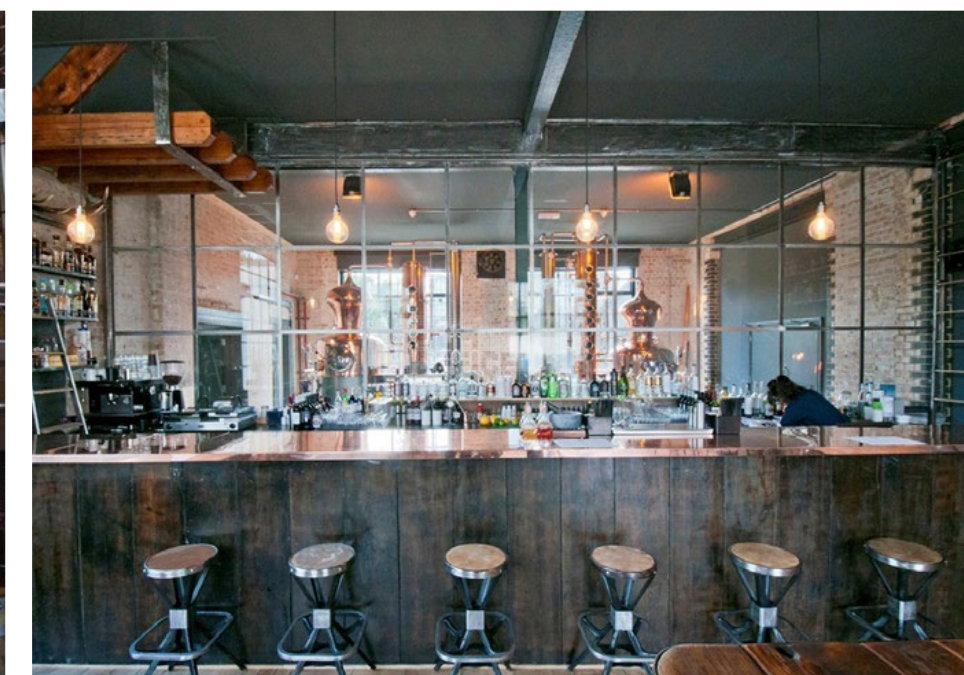


**WIREScore CERTIFIED**  
Dedicated bandwidth at the fastest speeds in NYC



**BROOKLYN GREENWAY**  
26 mile bike route connecting the Brooklyn Waterfront





## NEW BITES & BREWS COMING SOON

Fall 2017:

### **Hometown Bar-B-Que**

*"Top-rated barbecue restaurant in NYC" - Zagat*

### **Japanese Village**

*One-of-a-kind Asian marketplace with authentic food and drink kiosks including sushi, sake, ramen, yakatori, and a full service restaurant & bar.*

### **Distillery Row**

*Production and retail space showcasing distilling and brewing processes of gin, vodka, whiskey, ginger liqueur, sake and beer.*







**Cooking Classes**  
*Daily lessons designed to make cooking simple and fun*



**Furniture and Flea Markets**  
*Indoor and outdoor pop-up markets*



**Artisanal Food Festivals**  
*Celebration of NYC's best food, spirits, and more*



**Outdoor Movies**  
*Weekly screenings of classic and modern films*



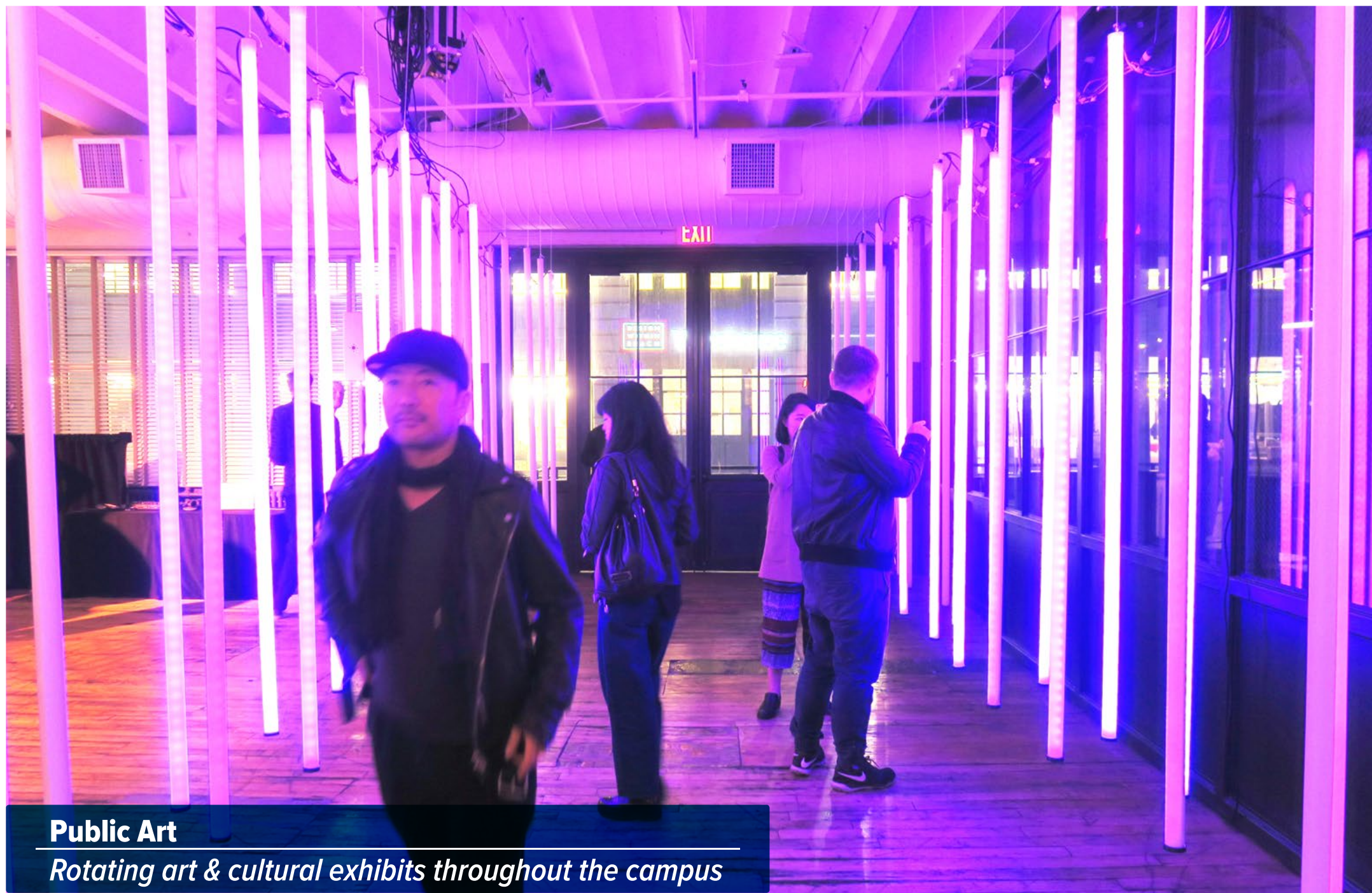
**Live music**  
*Performances by an eclectic lineup of musicians*



**Sample Sales**  
*Apparel, home décor merchandise at a discounted rate*



**Business Developmental Classes**  
*Free weekly lessons exclusively offered to tenants*



**Public Art**  
*Rotating art & cultural exhibits throughout the campus*



**Project Name: Amazon's Next  
Headquarters RFEI  
Project #:7256  
Addendum #1  
September 20, 2017**

**ADDENDUM**

**To All Respondents:**

- 1. The third paragraph of the "Expression of Interest Summary" section on page 4 is amended by adding the following two sentences after the final sentence of such paragraph:**

If a Respondent's Expression of Interest includes the use or improvement of a publicly-controlled site and contemplates the need for funding from the City or EDC, please provide an explanation of such funding requirements in response to Section 2(d) of this RFEI. In addition, the City or EDC may require that a selected Respondent perform certain City- or EDC-funded work in connection with the Project.

- 2. All requirements of the original RFEI shall remain in full force and effect, except as set forth in this Addendum.**
- 3. All capitalized terms set forth in this Addendum shall have the same meaning as set forth in the RFEI being amended hereby.**

**THIS ADDENDUM MUST BE SIGNED BY THE PROPOSER AND  
ATTACHED TO THE TECHNICAL PROPOSAL WHEN SUBMITTED.**

NEW YORK CITY ECONOMIC DEVELOPMENT CORPORATION

By: Maryann Catalano

Title: Chief Procurement Officer, Contracts

**ACKNOWLEDGED AND AGREED:**

Name of Proposer: Industry City

By: Andrew Kimball

Title: CEO

Date: September 22, 2017

**Project Name: Amazon's Next  
Headquarters RFEI  
Project #:7256  
Addendum #1  
September 20, 2017**

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By: Maryann Catalano

Title: Chief Procurement Officer, Contracts

### **ACKNOWLEDGED AND AGREED:**

Name of Proposer: SALMAR Properties, LLC  
By: [Signature] MARVIN Schen  
Title: managing member  
Date: 9/21/17